
Press Release

FOR IMMEDIATE RELEASE

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GoHumanSoCal.org/FeetFirst



La Cañada Flintridge Families to Celebrate Walking to School at Free Community Festival Oct. 6

La Cañada Flintridge, Calif. – The City of La Cañada Flintridge and the Southern California Association of Governments' (SCAG) *Go Human* campaign invite residents and visitors to bike, walk, skate or roll to *Feet First*, a free community festival on Saturday, October 6, from 10:00 a.m. to 1:00 p.m. at the Winery Channel Parking Lot located at the corner of Foothill Boulevard and Indiana Avenue. The goal of the event is to educate and encourage students and parents to walk to school in La Cañada Flintridge ahead of [International Walk to School Day](#).

At *Feet First*, community outreach booths and engaging activities will equip families with the resources needed to find the safest route between home and school. Children will be encouraged to learn and practice traffic safety skills in a miniature city obstacle course provided by [Safe Moves](#).

Feet First also invites family, friends and neighbors to enjoy free family-friendly activities including caricature art, games, music and performances from a street safety magician. Attendees are encouraged to attend this free event on foot or by bike, scooter or skateboard.

The event will culminate with a community "walking school bus" from the event hub to La Cañada Elementary School where participants will be rewarded with a free ice cream party. The goal of a walking school bus is to improve the visibility of pedestrians by increasing the number of students and adult chaperones walking to school together.

"Anytime you choose to walk or bike, you are reducing pollution for the community while being active too," said La Cañada Flintridge Mayor Terry Walker.

The City of La Cañada Flintridge aims to reduce traffic congestion near local schools that occurs during school drop-off and pick-up by encouraging students and parents to use the traffic safety skills and resources gained at *Feet First* to walk to school on Walk to School Day, and every day.

La Cañada Flintridge Mayor Terry Walker, SCAG Regional Council Member Jonathan Curtis, State Senator Anthony Portantino and Assemblymember Laura Friedman will speak at a brief kickoff event on Saturday at 10:30 a.m. on the main stage located at the southwest corner of Foothill Boulevard and Indiana Avenue.

SCAG's *Go Human* campaign is working with cities and counties across Southern California to develop open streets events, safety demonstration projects and encouragement programming, such as *Feet First*, which promote safety while encouraging people to walk and bike more.

"*Go Human* aims to make it safer and easier for people to walk and bike. It is especially important to support students and parents who can consider walking or biking a short distance between home and school instead of driving and contributing to local traffic congestion," said SCAG President Alan Wapner.

Feet First is the product of a partnership between the [City of La Cañada Flintridge](#), [Clean Transportation Funding – Mobile Source Air Pollution Reduction Review Committee](#) and [SCAG's Go Human campaign](#). For more information, visit GoHumanSoCal.org/FeetFirst.

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About SCAG

SCAG is the nation's largest metropolitan planning organization, representing six counties, 191 cities and more than 18 million residents. SCAG undertakes a variety of planning and policy initiatives to plan for a livable and sustainable Southern California now and in the future. For more information about SCAG, please visit: www.scag.ca.gov.

About Go Human

Due to the increase in traffic collisions involving people walking and bicycling, the Southern California Association of Governments (SCAG), launched *Go Human*, an active transportation safety and encouragement campaign. *Go Human* aims to increase the number of people walking and biking and decrease the number of collisions that involve people walking and biking. The campaign is a collaboration between SCAG and the health departments and transportation commissions from six counties in the region; Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura. For more information, visit: www.gohumansocal.org.